

OCTOBER 13-15, 2011 | JORDAN COMMONS | SANDY/UTAH

WHERE CREATIVITY & TECHNOLOGY INTERSECT

At PushButton, leading game designers, mobile app developers, digital animators, business executives, entrepreneurs, students, and private investors come together to shape where technology and creativity is heading. Engage with this illustrious group for a first hand view into the forces and technology driving the future of the digital media industry.

Creative application of disruptive technologies is the focus of this year's agenda as the most successful innovators and technologists showcase their practices, vision and plans to lead the future.

KEY SPEAKERS

JON DEAN
Executive Producer
EA Salt Lake

VERNON WILBERT
Commercial Director
Digital Domain & Mothership

GEREMY MUSTARD
Technical Director
ChAIR Entertainment

ROBERT KUNZ
Managing Partner
VentureBlue Capital

DONALD MUSTARD
Creative Director
ChAIR Entertainment

- Sony Mobile Executives Invited
- Microsoft Gaming Executives Invited

COMPLIMENTARY ADMISSION



The sponsors of Pushbutton extend to all attendees complimentary admission to the GEEEX Gaming Expo held concurrently on **October 14-15** at the SouthTowne Expo.

This high-energy event features innovative game consoles, mobile devices, computers systems and the games, and an array of gaming tournaments with professional shout-casting.

Hosted by Grow Utah Ventures and key partners, PushButton Summit 2011 features on-stage presentations and interviews with leading digital media luminaries, students exhibits from Utah's leading digital media institutions, presentations from selected new start ups and networking sessions that bring together innovators, technologists and corporate partners.

PushButton sessions will offer specialized perspectives on how technology and creativity is driving:

- **Converting Premium to Freemium**
- **Capitalizing on Mobile Technologies**
- **Impact of Social Gaming**
- **Digital Media's Use of the Cloud**
- **Creative use of Analytics**
- **Virtual Production**
- **And more...**

PLUS:

- **Startup Crowd Pitch** - Join in and help select a winner as some of the most innovative startups pitch their digital media business
- **Digital Media Acceleration Strategy** - Utah unveils its strategy to accelerate the digital media industry
- **Student Showcase** - Visit with students as they exhibit their innovations and technologies undertaken at Utah's nationally recognized digital media institutions
- **Leader Award** - Take part in a gala reception celebrating the leaders of digital media and honor ground-breaking new innovators



Utah Governor's Office of
Economic Development

www.PushButtonSummit.com

For questions, call 801-593-2269. Seating is limited.